

# Consumer Affairs

Career Cluster	Human Services
Course Code	19264
Prerequisite(s)	None
Credit	.5
Graduation Requirement	None
Program of Study and Sequence	Foundation course – Introduction to Human Services – Accounting I – <b>Consumer Affairs</b> – additional pathway course – capstone experience
Student Organization	FCCLA
Coordinating Work-Based Learning	Internships, Job Shadows, Guest Speakers, Field Trips
Industry Certifications	National Career Readiness Certification (NCRC)
Teacher Certification	Human Services Cluster Endorsement; Consumer Services Pathway Endorsement; FACS Endorsement; FACS Education
Resources	USA.gov; Recalls.gov; FCCLA Star Events – Advocacy, Environmental Ambassador, Food Innovation, and Recycle & Redesign

## Course Description:

Consumer affairs prepares students for careers helping customers, including credit counselors, consumer reporters, writers, and consumer affairs directors. In this course, students will learn consumer advocacy such as consumer rights and responsibilities; testing and demonstration of products; consumer communications; and conservation practices such as recycling.

## Program of Study Application

Consumer Affairs is a pathway course in the Human Services career cluster, Consumer Services and Personal Care Services pathways. A student would participate in Introduction to Human Services prior to participation in this course. Consumer Affairs prepares a student to participate in additional pathway courses in the consumer services or personal care services pathways.

**Course Standards****CA 1: Apply concepts of consumer advocacy.**

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Two Skill/Concept	CA 1.1 Summarize consumer rights and responsibilities.	
Three Strategic Thinking	CA 1.2 Investigate consumer protection laws and regulations.	Federal Trade Commission; Federal Deposit Insurance Corporation (FDIC).
Three Strategic Thinking	CA 1.3 Apply strategies to reduce risks of consumer fraud.	Scams; embezzling; identity theft; case studies, scenarios, role playing. Role of credit counselors.
Three Strategic Thinking	CA 1.4 Investigate procedures to protect the health and safety of consumers.	Safety Recalls.
Four Extended Thinking	CA 1.5 Analyze the role of advocacy groups and policy makers at state and national levels.	Attorney generals office; State and federal legislatures.
Four Extended Thinking	CA 1.6 Analyze the use of education and promotion in consumer advocacy.	Consumer Reports; Public Service Announcements (PSA); non-profit advocacy groups.

**Notes:**

**CA 2: Assess the factors that influence consumer relationships.**

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Three Strategic Thinking	CA 2.1 Investigate consumer trends for sensitivity to cultural, socio-economic, religious, generational, disability, and gender issues.	Current events. Personal finance concepts. Credit card debt.
Two Skill/Concept	CA 2.2 Review ethical and legal concerns related to consumer and business actions.	Attorney General's Office, business code of ethics.
Three Strategic Thinking	CA 2.3 Assess effects of advertising and technology on consumer decisions.	Social media, e-commerce.

**Notes:****CA 3: Analyze conservation and waste management practices.**

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Two Skill/Concept	CA 3.1 Examine the roles of government, industry, and consumers in resource consumption.	Environmental Protection Agency (EPA), state, or city ordinances. Practices in schools and homes.
Three Strategic Thinking	CA 3.2 Cite evidence of strategies to conserve energy, recycle and reduce waste.	Green industry. Sustainability. Tiny Home movement, reducing carbon footprints.

**Notes:****CA 4: Apply concepts needed for product development, testing, and presentation of consumer products.**

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Two Skill/Concept	CA 4.1 Explain product protection practices.	Copyrights, guarantees, laws and regulations, patents, and product registration; advertising.
Two Skill/Concept	CA 4.2 Determine consumer trends and product development needs through market research.	Conduct a market research for a student produced/created product. Supply and demand.
Four Extended Thinking	CA 4.3 Apply consumer concepts learned to create and promote a research-based product.	Design, test, analyze, and advertise a consumer product.

**Notes:**